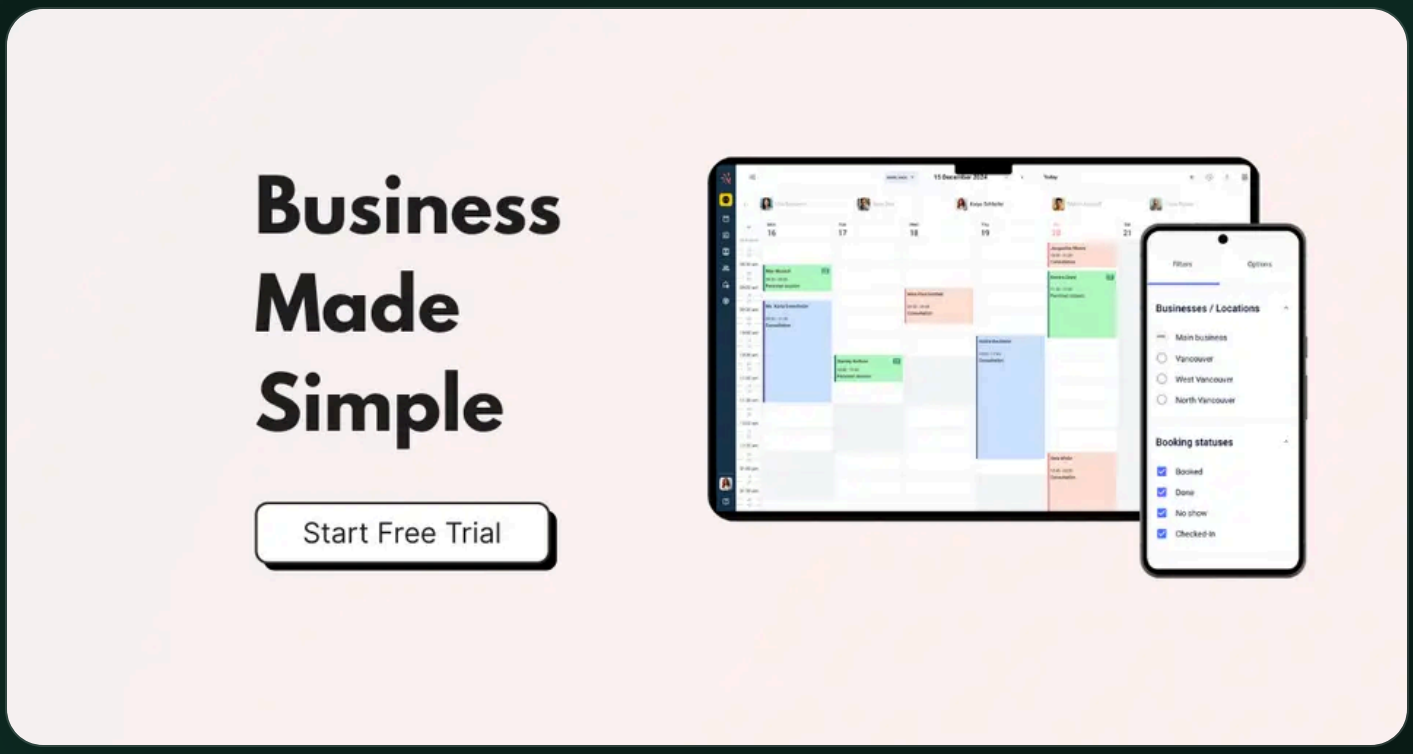
ToolGPA

NOVEMBER 2026

Yocale

The Insider's Guide

Appointment booking and business management software



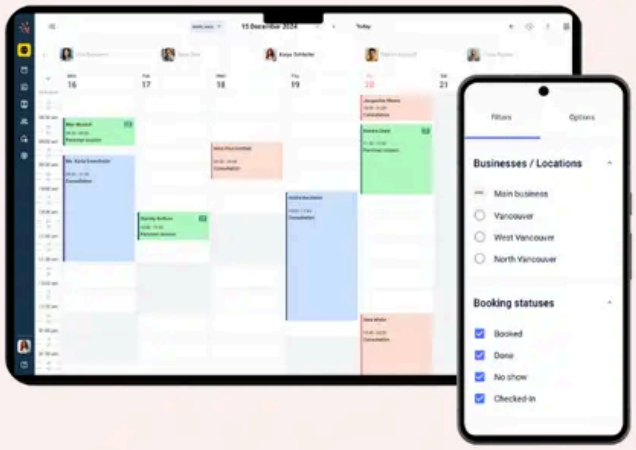
Every plan, grade, refund rule and rival among salon, spa and studio booking apps, read from Yocale's own pages.

Made by Yocale · checked Nov 13, 2026 · toolgpa.com

2.6
GPA

Business Made Simple

Start Free Trial



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Yocale's own pages, its app-store listings and our grades. Every fact in it is on Yocale's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.6

GPA, above 75 of the 85 other salon, spa and studio booking apps we grade

Yocale is appointment scheduling and business management software with online booking, client records, reminders and built-in card payments. One flat price covers a set number of calendars with no fee per added person. A separate set of plans adds clinical charting for med spas and health practices.

To get you started, here are **9 things to know about Yocale**, taken from its own pages and our grades.

> "
>
> **Calendars, services and payments have to be set up.**
>
> From our grade for ease of use

1 **Best for online booking with card payments built in**

Yocale does booking, card payments, texts and client records from $25 a month for one calendar.

2 **Paid plans start at $25 a month**

As its pricing page puts it: $25 per month, billed yearly ($29 billed monthly).

3 **You can try it first**

14-day free trial, no credit card required

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Online booking**

Clients book 24/7 from a website, and bookings can come in through Google Search and Maps via Reserve with Google.

6 **Built-in card payments**

Every plan has one card rate (2.59% + 20 cents in person or online), with a card reader discount on Pro and Ultimate.

7 **Reminders and texts**

Confirmations and reminders by email and text. Plans include 100, 500 or 2,500 texts; two-way texting is a separate add-on.

8 **A 2.6 GPA, above 75 of 85**

That is against the other salon, spa and studio booking apps we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Yocale you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

Yocale at a glance

PRICING
Free trial, from $25 per month, billed yearly ($29 billed monthly)

FREE PLAN
No

FREE TRIAL
14-day free trial, no credit card required

RUNS ON
Web, iOS, Android

MADE BY
Yocale

CATEGORY
Salon, Spa & Studio Booking

OUR GRADE
2.6 GPA, good

The report card

Best for online booking with card payments built in

Yocale does booking, card payments, texts and client records from $25 a month for one calendar. Two-way texting is an add-on, texts are capped at 100 on the cheapest plan, and clinical charting needs dearer plans.

TOOLGPA REPORT CARD	Yocale	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	Grow is $25 a month on yearly billing for 1 calendar, at the edge of the cheapest quarter for booking tools.
Free plan and trial	C	A 14-day trial with no card. No free plan.
Features	B	Online booking, card payments, reminders, client records, forms and reports. The gaps named are add-ons and clinical plans.
Ease of use	C	No store rating on record. Calendars, services and payments have to be set up.
Platforms and integrations	B	Web, iPhone and Android, with Reserve with Google, WhatsApp and Google Analytics.

Grade point average — Good, out of 4.0 **2.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Yocale is for

- ✓ Fits if you are a solo practitioner with one calendar
- ✓ Works for clinics that want built-in card payments

Who it is not for

- ✕ Skip it if you want a free plan, as only a 14-day trial exists
- ✕ Tight if you text a lot, as plans include 100, 500 or 2,500 texts
- ✕ Pricey if you need clinical charting, which sits on plans from $84
- ✕ Watch out: card processing is 2.59% plus 20 cents, and instant payouts cost 1%

Good to know

Good for

- ✓ Solo providers and small teams who want a flat price per calendar
- ✓ Med spas and clinics that need charting and forms with their booking
- ✓ Businesses that want card processing built into the booking tool

Worth knowing

- ⓘ Card processing is 2.59% + 20 cents; instant payouts cost 1% after 60 days with Yocale.
- ⓘ Two-way texting is a separate add-on, and each plan caps included texts at 100, 500 or 2,500.
- ⓘ Clinical charting needs the Clinical plans, which cost more than the matching standard plans.
- ⓘ Prices differ by billing: the yearly rate is shown as 15% off the monthly one.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$25
A month to start

Yocale is a paid product with a free trial, starting at $25 per month, billed yearly ($29 billed monthly).

GROW

$25

per month for 1 calendar, billed yearly ($29 billed monthly)

Booking, card payments and client records for one provider. 100 texts a month.

PRO

$42

per month for 2 to 9 calendars, billed yearly ($49 billed monthly)

Everything in Grow, plus AI tools, waitlist and rebooking reminders. 500 texts a month.

ULTIMATE

$84

per month for 10+ calendars, billed yearly ($99 billed monthly)

Everything in Pro, plus five times the texts, a team scorecard and Google Analytics.

CLINICAL PRO

$84

per month for 1 to 9 calendars, billed yearly ($99 billed monthly)

Med spa and clinical tab: SOAP notes, photo markup, e-signature forms, a HIPAA agreement and AI tools.

CLINICAL ULTIMATE

$127

per month for 10+ calendars, billed yearly ($149 billed monthly)

Everything in Clinical Pro, plus five times the texts, a team scorecard and Google Analytics.

ENTERPRISE

Custom

For several locations or a large team; priced through a demo.

Trying it first

14-day free trial, no credit card required

Read from yocale.com on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

15% off with yearly billing

The pricing page shows yearly billing as a 15% saving; Grow is $296 a year against $29 a month.

Stated on yocale.com

What it does

Its main features, where it runs, what it works with and who makes it

3

Places it runs: Web, iOS and Android

Appointment booking and business management software. Here is what it does, as its own site describes it, and what it covers: forms, reports, inventory, clinical notes, appointment booking, sMS marketing.

"

Online booking, card payments, reminders, client records, forms and reports.

From our grade for features

Online booking

Clients book 24/7 from a website, and bookings can come in through Google Search and Maps via Reserve with Google.

Built-in card payments

Every plan has one card rate (2.59% + 20 cents in person or online), with a card reader discount on Pro and Ultimate.

Reminders and texts

Confirmations and reminders by email and text. Plans include 100, 500 or 2,500 texts; two-way texting is a separate add-on.

Client records and forms

Client profiles with notes, history, alerts and custom fields, plus digital forms. Clinical notes and charting sit in the clinical plans.

Team and reports

Staff schedules, roles, payroll tracking, inventory with barcode scanning, and sales and booking reports.

Where it runs

Web · iOS · Android

What it works with

Reserve with Google · WhatsApp · Google Analytics

Yocale is made by Yocale.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

75/85

Other salon, spa and studio booking apps it is graded above

Yocale's GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade, and level with 6.

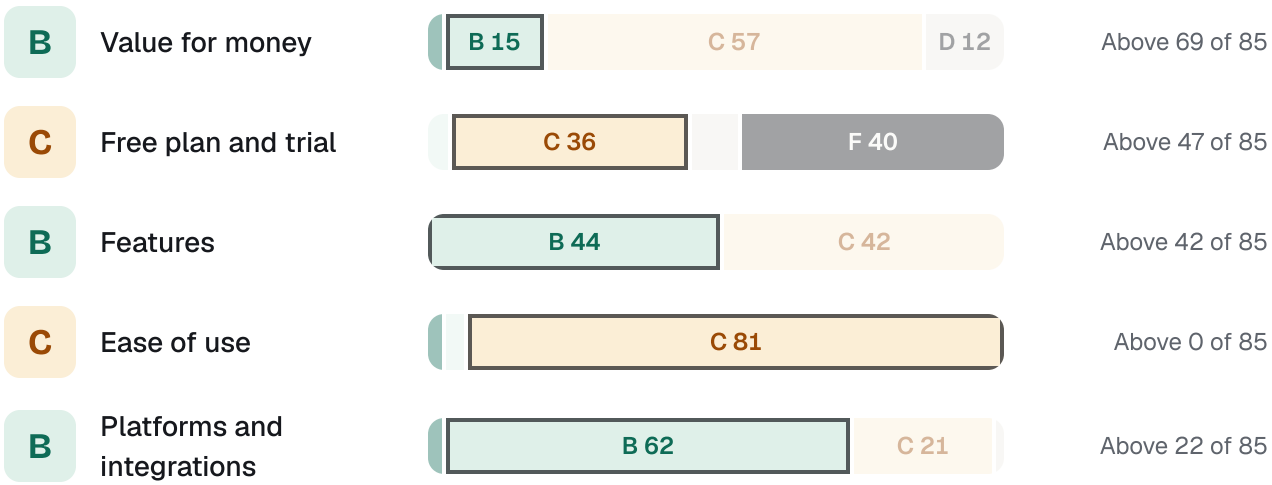
It stands best on value for money (B, above 69 of 85) and worst on ease of use (C, above 0).

Its paid plans start at $25 a month, against a middle price of $49 for the category: 12 of the 57 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

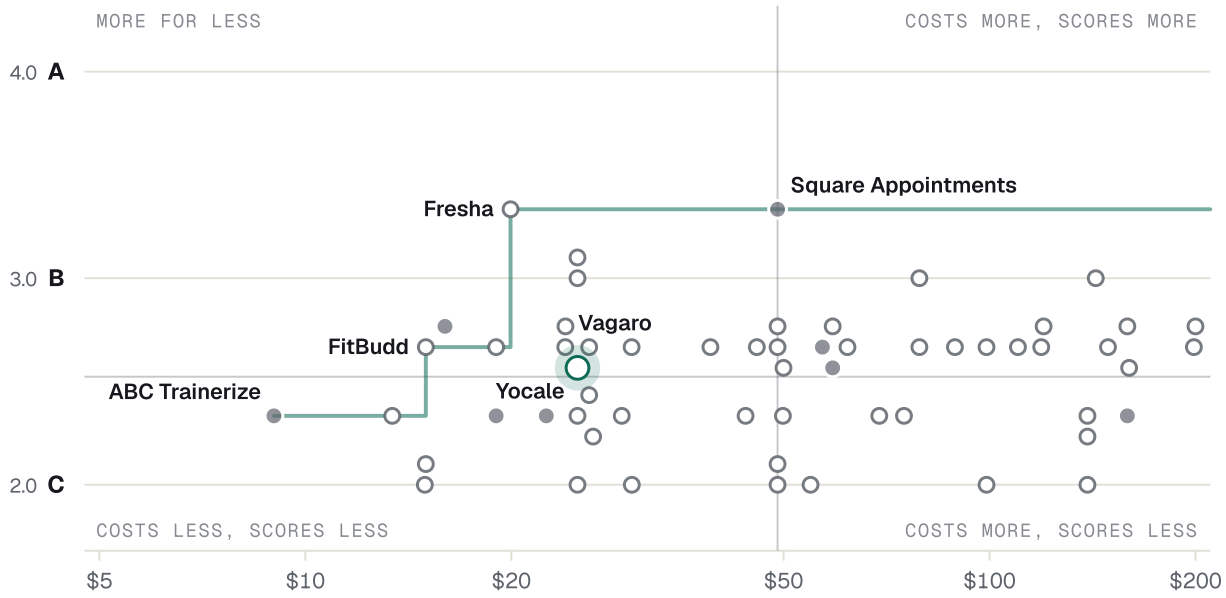
Each grade against the category

Every bar is all 86 salon, spa and studio booking apps we grade, cut by the letter each got. Yocale's own letter is outlined.



Price against what you get

Each dot is one of 58 salon, spa and studio booking apps. Further left costs less; higher up scores better on features, ease of use and platforms. Yocale is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Yocale you would be making texts to thousands of numbers, registered with the carriers. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade. It costs $300 a year.

What you could make

- Appointment booking, forms, clinical notes, reports and inventory: an app builder makes these well.

What you could not

- Texts to thousands of numbers, registered with the carriers.
- A real app for iOS and Android. Something home-made would be a web page.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. Yocale's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Bookeo, Vagaro, Square Appointments and Fresha

The 4 tools Yocale is most often weighed against, with where each one differs from it.

Bookeo

2.4 GPA

Free trial · from $14.95/mo

Online booking for appointments, classes and tours.

- Only Yocale lists iOS and Android apps.
- Yocale also covers forms, inventory and clinical notes.
- Bookeo also covers class booking.

Yocale and Bookeo compared in full

Vagaro

2.6 GPA

Free trial · from $30/mo

Booking, payments and marketing for salons, spas and studios.

- Yocale also covers reports, clinical notes and sMS marketing.
- Vagaro also covers email campaigns, payroll and class booking.

Yocale and Vagaro compared in full



3.2 GPA

Square Appointments

Free plan · from $49/mo

Booking, point of sale and payments for appointment businesses.

- Square Appointments has a free plan. Yocale does not, though it has a free trial.
- Yocale also covers forms, inventory, clinical notes, appointment booking and sMS marketing.
- Square Appointments also covers booking links and invoicing.

Yocale and Square Appointments compared in full



3.0 GPA

Fresha

Free trial · from $19.95/mo

Salon and spa booking with a consumer marketplace for new clients.

- Yocale also covers forms, reports, clinical notes and sMS marketing.
- Fresha also covers email campaigns, shift scheduling and review collection.

Yocale and Fresha compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Yocale free?

No, Yocale is a paid product, but you can try it first. 14-day free trial, no credit card required.

How much does Yocale cost?

Yocale lists 6 plans. Grow: $25 per month for 1 calendar, billed yearly ($29 billed monthly).

What platforms does Yocale work on?

Yocale is available on Web, iOS and Android.

Does Yocale offer any discounts?

Yocale publicly lists the following: 15% off with yearly billing.

Does Yocale have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Yocale is listed for Web, iOS and Android.

Does Yocale have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Yocale is listed for Web, iOS and Android.

Is Yocale open source?

Yocale is not described as open source on its own site, as read on Nov 13, 2026.

What does Yocale integrate with?

Yocale's listing names Reserve with Google, WhatsApp and Google Analytics.

Who makes Yocale?

Yocale is made by a company of the same name.

What are the alternatives to Yocale?

The closest alternatives to Yocale in our directory are Bookeo, Vagaro, Square Appointments and Fresha.

How does Yocale compare with other salon, spa and studio booking apps?

Yocale's GPA of 2.6 is higher than 75 of the 85 other salon, spa and studio booking apps we grade, and level with 6.

Is Yocale good value for money?

ToolGPA grades Yocale B for value for money. Its paid plans start at $25 a month, against a middle price of $49 for the category: 12 of the 57 others that charge start lower.

Could I make my own version of Yocale?

To replace Yocale you would be making texts to thousands of numbers, registered with the carriers.

Where this guide comes from

The prices, plans, platforms and features were read from Yocale's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Yocale's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Yocale. Prices change, so check yocale.com before you buy.

yocale.com/pricing

yocale.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Yocale, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/yocale

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Yocale: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/yocale
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Know someone choosing between salon, spa and studio booking apps?

Send them this guide: toolgpa.com/tools/yocale/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded salon, spa and studio booking apps after Yocale, each with an Insider's Guide of its own.

Salon, Spa & Studio Booking Insider's Guide

Every one of the 86 salon, spa and studio booking apps we grade, compared

Square Appointments Insider's Guide

Booking, point of sale and payments for appointment businesses

3.2 GPA

Fresha Insider's Guide

Salon and spa booking with a consumer marketplace for new clients

3.0 GPA

Barberly Insider's Guide

Barbershop booking software with a branded mobile app

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Yocale's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Yocale is a trademark of its owner, and this guide is not made, paid for or approved by Yocale. Prices and plans change: check yocale.com before you buy.